

**AMENDMENTS TO THE SPECIFICATION**

Please replace the paragraph appearing on page 18, lines 11-18, as follows:

Q1 (3) Determine Outside-In view of Customer Wants and Needs: ~~understand the client's business environment and the potential benefits and linkages between the engagement and the client's business strategy, goals, objectives and issues. The client's understanding of the key customer interaction points and customer wants and needs is also determined. The information needed to perform the business environment analysis is gathered in interviews and workshops with various client personnel.~~ Customer segmentation is performed to produce a data framework. Focus groups are prepared; the moments of truth are validated and prioritized, to yield the targeted customer-audience touchpoints. The customer wants and needs are identified using this information.

Please add a paragraph immediately following page 18, line 18, as follows:


Q2 (4) Validate Outside-In view of Customer Wants and Needs: A quantitative survey is designed, and quantitative market research is conducted. The results of this research are analyzed and summarized, and a final report is produced.

Please replace the paragraph appearing on page 18, lines 19-22, as follows:

Q3 ([4]) 5) Prioritize Customer Needs for Action/Investment: the external customer viewpoint is reconciled with the client's brand image, business strategy and the goals of the engagement. Customer needs to be targeted for action are also determined.


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Please replace the paragraph appearing on page 18, lines 23-26, as follows:

 ((([5]) 6) Develop Capability Model and Key Enablers: identify the client's business capabilities and infrastructure required to provide the targeted customer needs identified during the "Target Customer Needs for Action/Investment" activity.

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Please replace the paragraph appearing on page 18, lines 23-26, as follows:

 ((([6]) 7) Recommend Target Customer-Centric Initiatives: all of the data discovered during this engagement is used to develop a prioritized set of final recommendations for improvement projects.

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